



Shoppers will get expert advice on how to grocery shop for optimum health during Saturday's Healthy Grocery Shopping Tour at Main Street Market.

Food Revolution Day Sparks Healthy Grocery Tour

STORY & PHOTO
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Jamie Oliver's Food Revolution will make its mark on Ketchum this Saturday.

Idaho's Bounty, Main Street Market and Nurture/Healthy Kids Ideas Exchange are hosting a Healthy Grocery Shopping Tour as part of Food Revolution Day on Saturday. The local event is one of thousands being held in 25 countries around the world as part of the British celebrity chef's efforts to promote better food and a change in people's eating habits.

The tour will feature food samples from recipes inspired by the spring and summer seasons, said Kathryn Guylay, a nutrition educator with Nurture/Healthy Kids and one of the guides for Saturday's tour.

"We aim to offer open discussion about the challenges people have when putting healthy meals on the family table and to brainstorm ways to overcome those challenges," she said.

"Knowing where our food comes from, how it was produced, being able to identify local food sources as well as knowing how to cook our own meals and enjoy doing it—these are important skills necessary to make the right food choices every day. Jamie Oliver's Food Revolution Day gives us all the opportunity to join thousands of people around the world in

empowering each other with these skills."

The tour will be from 10 to 11:30 a.m. at the Main Street Market, 100 N. Main St. in Ketchum. Tour participants will spend 45 minutes touring the store and the remaining 45 minutes tasting recipes. Participants will receive a take-home recipe book, handouts about meal planning and shopping tips and coupons.

Oliver founded the day to draw attention to poor food choices that have caused obesity to more than double since 1980. For the first time in history, he says, being overweight is killing more people than being underweight.

At least 2.8 million adults around the world die each year because of being overweight or obese, he said, and 42 million children under 5 are already obese.

To register for Saturday's grocery tour, go to the Jamie Oliver Food Revolution Day website at www.foodrevolutionday.com and type in "Ketchum" in the Find an Event box on the left-hand side of the page. Or register at <http://gidsy.com/activities/7569/healthy-grocery-store-tour>

Participants must pre-register for the event. Organizers are requesting a \$5 donation that will be donated to Oliver's projects supporting food education in the United States, United Kingdom and Australia.